



INTERFABRIC AUTUMN

SEPTEMBER

5-7
2023

XIV INTERNATIONAL EXHIBITION
OF FABRICS AND TEXTILE MATERIALS



Pavilion Forum, Pavilion 7, Pavilion 3

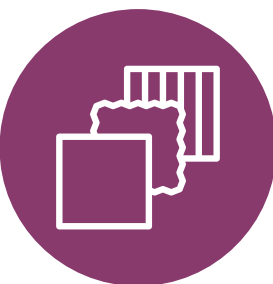
INTERFABRIC INTERNATIONAL EXHIBITION OF FABRICS, ACCESSORIES AND TEXTILE MATERIALS

is the largest exhibition in Russia and CIS countries.

The exhibition runs twice a year, in Spring and Autumn,
bringing together more than 800 sectorial companies
and over 30,000 professional visitors.



EXHIBITION SECTIONS



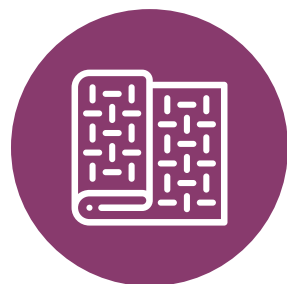
CLOTHING
FABRICS



SMART FABRICS
FOR SPORTS
AND ACTIVE
LIFE STYLES



TECHNICAL
TEXTILES AND
NON-WOVEN
MATERIALS



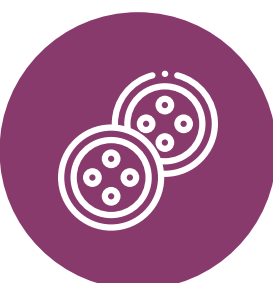
KNITTED
FABRICS



YARN
AND THREADS



MEDICAL
TEXTILES



ACCESSORIES,
FINISHING
MATERIALS,
HABERDASHERY



AUXILIARY
AND RELATED
PRODUCTS,
COMPONENTS



TEXTILE RAW
MATERIALS,
DYES



PRINTING
ON FABRICS



INDUSTRY
ORGANIZATIONS,
ASSOCIATIONS,
MASS MEDIA
AND OTHERS



NATURAL FUR
AND LEATHER

GROWTH PROGRESS

THE EXHIBITION IS DEVELOPING DYNAMICALLY.
AND THIS TREND CONTINUES!

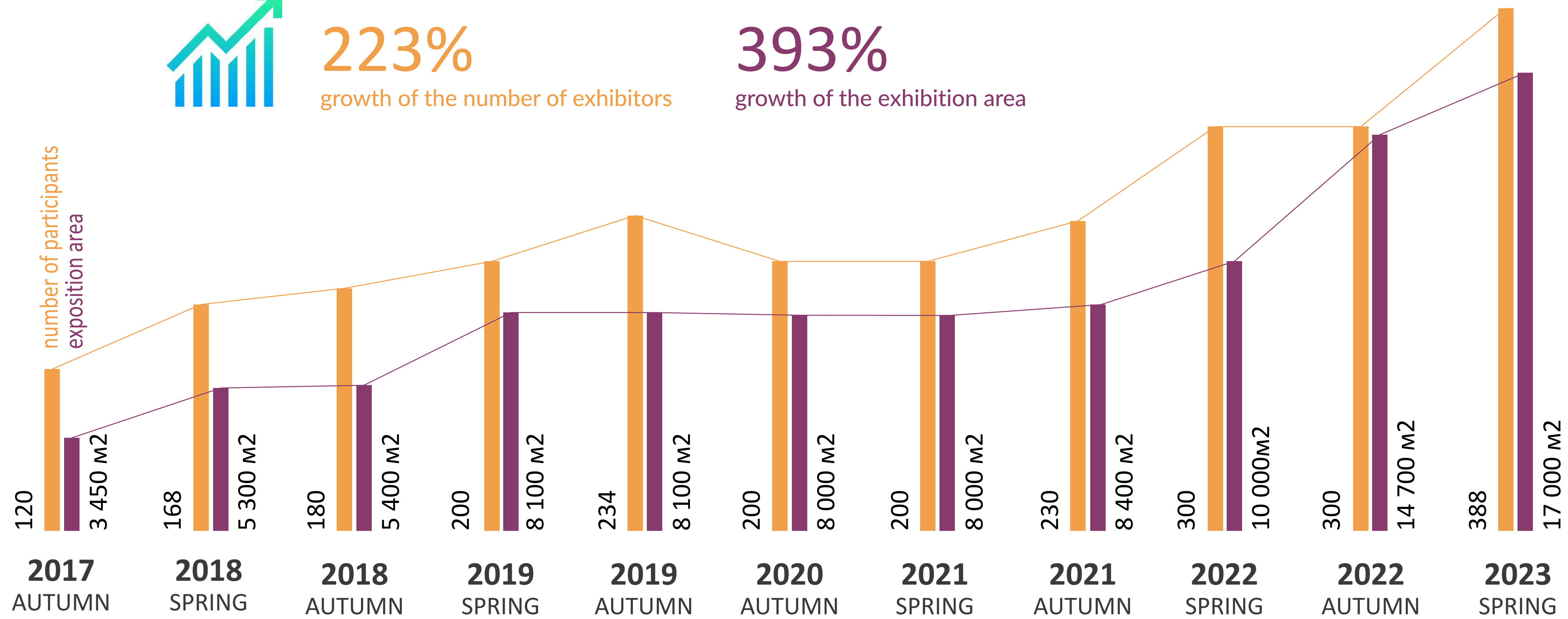


223%

growth of the number of exhibitors

393%

growth of the exhibition area



TOP 3 REASONS to take part in the exhibition

1 KEY INDUSTRY BUSINESS EVENT

INTERFABRIC is the leading exhibition of textile materials, modern technologies in Russia and the CIS. It is for INTERFABRIC manufacturers prepare a launch of new products and brands. Every year the exhibition presents up to 17% of all new products. Only at INTERFABRIC the largest exposition of leading companies in the textile industry is assembled, which twice a year attracts a target audience from basic industries.

The exhibition exposition presents products from all regions of Russia and the world: from a wide range of textile materials for apparel industry to unique technical textile materials, as well as fabrics made from bast fibers, natural fur and leather, smart fabrics for sportswear and for healthy lifestyle, medical textiles, printing on fabrics, accessories, textile raw materials and dyes.

2 PLATFORM FOR BUSINESS COMMUNICATION AND EXCHANGE OF EXPERIENCE

The business program of the exhibition has established itself as a reliable platform for demonstrating the main market trends in such areas as modern weaving and sewing technologies, branding and design, sustainable development and recycling technologies.

3 DIRECT ENTRY TO THE MARKET OF TEXTILE PRODUCTS

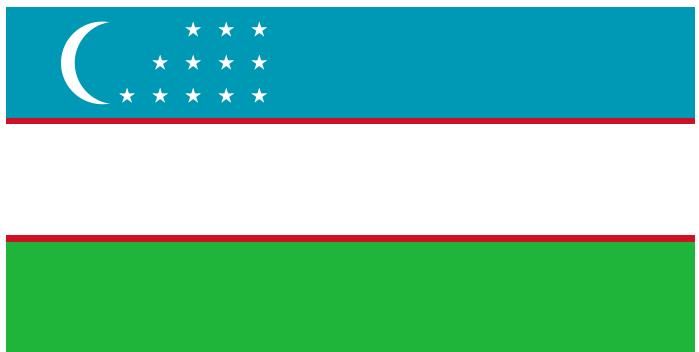
An opportunity to express yourself, demonstrate new products and establish useful contacts. The INTERFABRIC exhibition is an effective tool for promoting textile and apparel industry goods on the Russian market.

NATIONAL EXPOSITIONS

Belarus



Uzbekistan



Türkiye



China



EXHIBITION IN NUMBERS



388
exhibiting companies



> 800
participating brands



17 000 m²
of exhibition space



> 5 000
contracts concluded at exhibition



3
days

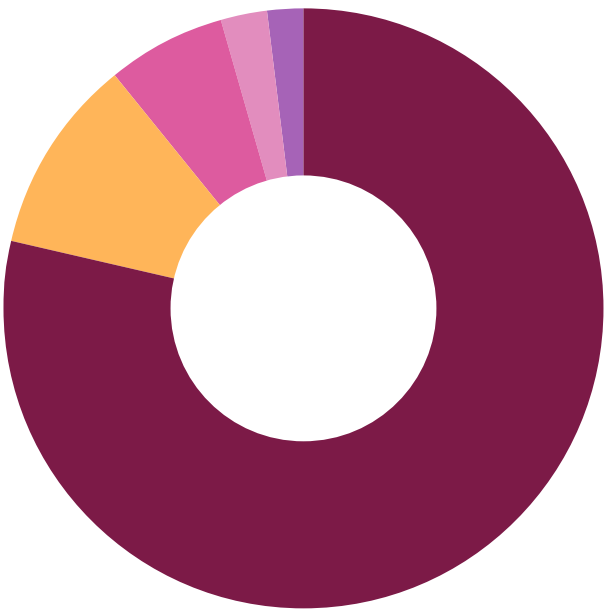


16 984
visitors from 40 regions of Russia



SOCIOLOGY. EXHIBITORS

PRELIMINARY RESULTS FROM PARTICIPATION IN EXHIBITION



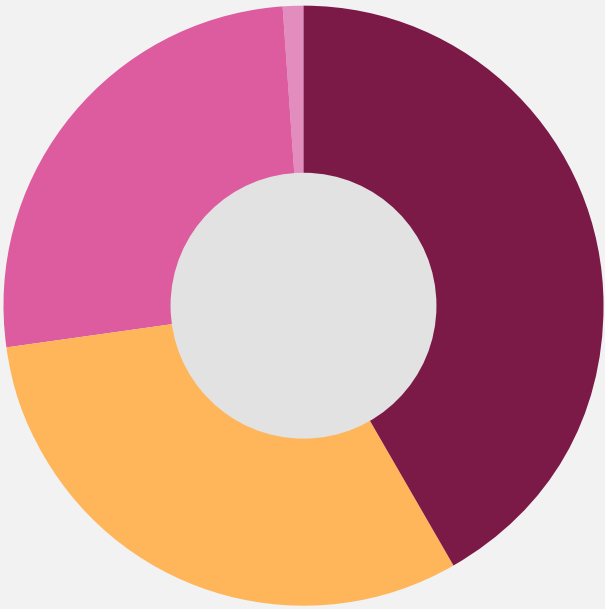
- 79,1%** found new partners, clients
- 10,2%** met with existing clients/partners
- 6,4%** have concluded, we plan to conclude new contracts
- 2,5%** received up-to-date information on market trends
- 1,8%** other

NUMBER OF BUSINESS CONTACTS MADE AT EXHIBITION



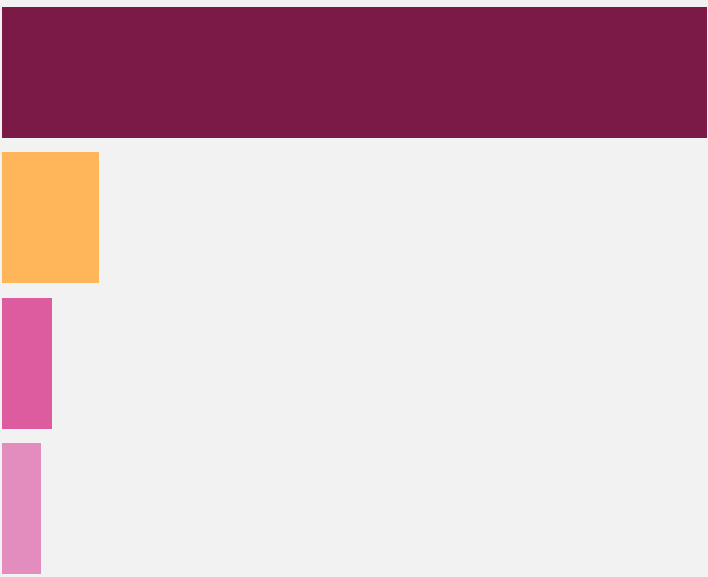
- 54,1%** from 50 to 100
- 35%** over 100
- 10,9%** from 20 to 50

HOW THIS EXHIBITION MEETS YOUR EXPECTATIONS



- 41,8%** very helpful
- 31,2%** quite helpful
- 26,1%** helpful
- 0,9%** useless

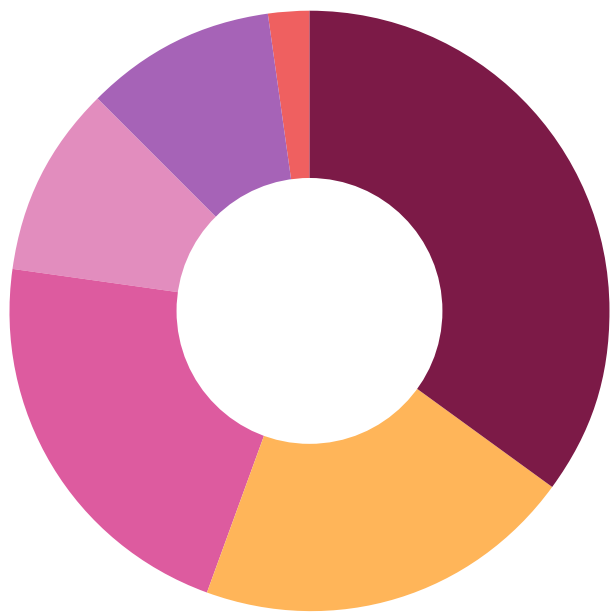
HOW USEFUL PARTICIPATION WAS IN EXHIBITION FOR FUTURE SALES



- 79,2%** compliant
- 10,9%** exceeded expectations
- 5,6%** does not quite match
- 4,3%** does not match

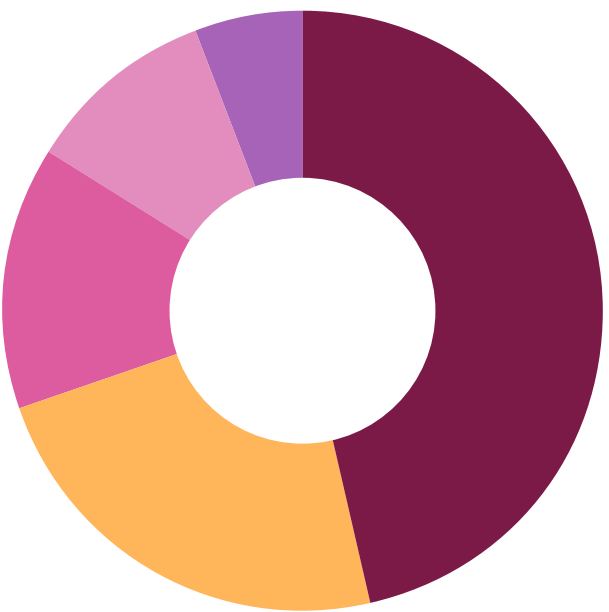
VISITOR SOCIOLOGY

POSITION IN COMPANY



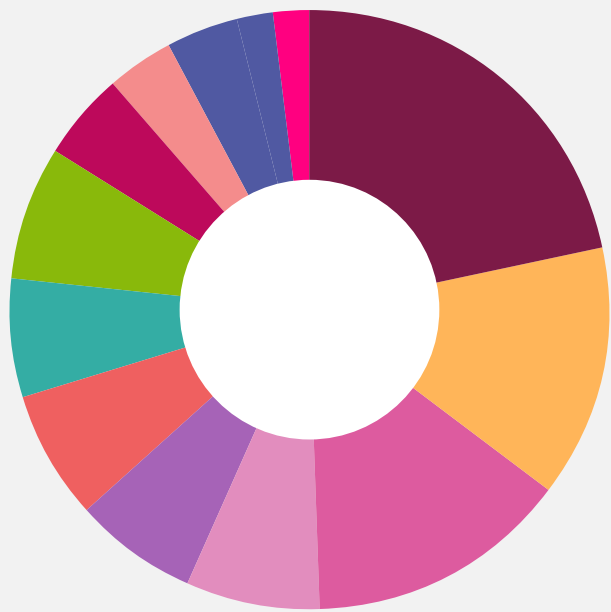
- 35,2% head of company
- 20,5% individual entrepreneur
- 21,6% specialist or manager
- 10,4% deputy head
- 10,3% head of department
- 2% other

PURPOSE OF VISITING EXHIBITION



- 46,6% search for goods or services for business
- 23,3% obtaining general industry information
- 14,1% educational purposes
- 10,3% personal
- 5,7% promotion of own goods and services

INTEREST IN SECTIONS OF EXHIBITION



- 21,8% fabrics for the production of clothing
- 13,7% knitted fabrics
- 14,2% fittings, accessories, finishing materials, haberdashery
- 7,1% smart fabrics for sports and active lifestyles
- 6,8% yarn and threads
- 6,9% auxiliary and related products, components
- 6,4% digital printing
- 7,2% decorative and interior fabrics, home textiles
- 4,7% leather, artificial materials, components and equipment
- 3,6% textile raw materials
- 5,7% technical textiles and nonwovens, medical textiles
- 1,9% fur and fur products

BUSINESS PROGRAM

OFFICIAL STATISTICS:



75
events of the business program



> 4 300
business program
participants



218
speakers



7
communication
platforms



3 DAYS FROM THEORY TO PRACTICE.

HOW WE DEVELOP THE INDUSTRY IN GENERAL AND SPECIFIC PRIVATE BUSINESS

- Practice-oriented activities
- Hot Industry Issues
- Successful working cases implemented in practice
- Analytics and trends for business development
- Direct communication with world experts and government officials
- The quintessence of advanced industry knowledge

The new format of the competition
INTERFABRIC-2023.Autumn:
we will **FIND** the best among equals!

**THREE PLATFORMS
FOR TEXTILE DESIGN TRENDS!**



UNIQUE OPPORTUNITIES for exhibitors of INTERFABRIC:

1 ADVERTISING AND MARKETING SUPPORT

of exhibitors signing a contract for participation. Publication of company news on the exhibition website and in partner media, online banners or B2B targeting on Internet. You benefit from industry coverage that partnership with the Russian Union of Textile and Apparel Industry Entrepreneurs provides. Wide promotion of exhibiting companies in accordance with the advertising campaign of the exhibition and exclusive promotion of exhibitors in accordance with advertising and sponsorship packages FOR EXHIBITION PARTICIPANTS.

2 PRESENTATION OF THE COMPANY'S PRODUCTS

to the target audience of potential customers - factories - buyers of various kind, including strategic customers from Russia and the countries of the Eurasian Union, managers and owners of large textile, knitwear and clothing factories and copyright ateliers, leading Russian designers, professionals in apparel and fashion industry.

In Spring of 2023, **16,984** INDUSTRY
SPECIALISTS VISITED INTERFABRIC.

3 MEETING

decision-makers to sell/purchase textile products and accessories.

94% OF TARGET VISITORS
at INTERFABRIC influence decision-making on
purchase.

4 OBTAINING FEEDBACK

during demonstration of samples at stands. You will get a just assessment of relevance and competitiveness from industry experts, knowledge for further improvement and expansion of your product range.

5 FIND NEW CUSTOMERS

Content of visitors at INTERFABRIC is constantly renewed.
7,642 specialists, 43% out of all visited the exhibition for the first time.

6 KEEP BUSINESS RELATIONSHIPS WITH CURRENT BUSINESS PARTNERS

INTERFABRIC is in business calendar of more than 20,000 specialists responsible for purchase of fabrics, raw materials and textile products.

7 EXPAND SALES GEOGRAPHY

INTERFABRIC is attended by specialists from over 40 regions of Russia:
St. Petersburg and Leningrad Region, Sverdlovsk Region, Republic of Tatarstan, Chelyabinsk Region and many others.

**IT IS AT INTERFABRIC WHERE
A SUCCESSFUL BUSINESS
ON THE RUSSIAN TEXTILE MARKET IS BUILT.**

**WELCOME AT
INTERFABRIC-2023.AUTUMN!**

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